



ART OF THE RURAL

## WE INVITE YOU TO PARTICIPATE IN THE ATLAS OF RURAL ARTS AND CULTURE

The national rural arts organization [Art of the Rural](#) has partnered with [Placestories](#) to create a digital map of our rural/rural associated artists and arts projects on the [Atlas of Rural Arts and Culture](#). We believe digital media can *collapse* the geographical distance that has long separated rural people from themselves and their urban partners, but that such technology must work to *bridge* human relationships through events, programs, publications, and the creation of collaborative communities. *Art of the Rural* cultivates an *open cycle* of practice: its digital material informs physical programs while feedback on the ground guides online work. By way of this philosophy *Art of the Rural* functions as an evolutionary project, vitally dependent on the collaboration of multiple communities.

The following information is designed to assist you and/or your organization in utilizing this mapping platform to visualize your work or your broader network and the ripple effect that work is having across rural America. As an open source platform with embeddable features and social media integration, the Atlas offers an accessible and dynamic digital tool for outreach and storytelling.

### **PARTICIPATION WITH THE ATLAS OF RURAL ARTS AND CULTURE IS EASY.**

- Creating a profile on Placestories takes about 10 minutes.
- Each story takes less than 5 minutes to upload.

### **TO CREATE YOUR PROFILE:**

1. Visit [www.placestories.com](http://www.placestories.com).
2. Once there, click "JOIN". Fill in the user information.
3. Once you've gone on to the next page, click on "JOIN SOME COMMUNITIES".
  - Select "ATLAS OF RURAL ARTS AND CULTURE".
4. The navigation icon at the top left will guide your use of Placestories.
  - By clicking on "My Projects", you'll be able to add a project, and once you've done that, you'll be able to add stories. If you're a participant in another organization's project, you'll want to add yourself to that project, and add a story within.

### **TO CREATE A STORY:**

All you'll need for each story is an image, sound, or video, and 100-500 words of text about your organization, artwork, or project. You'll also want list your location, and/or the location of the project. If you have a website, facebook, or other online representation, you'll want to include those links as well so that you can benefit from the national exposure that the Atlas can provide.



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### HERE ARE SOME TIPS:

- Image – Landscape shaped images (wider than high) generally work better in the postcard template than portrait shaped images.
- Text– the postcard template displays around 100 words. If you would like to include more text than fits on the postcard it will display in full on the story web page.
- Audio- this is an option extra – you may record and include up to 30 seconds of voice to go with your postcard.
- Location – every story must be given a location. The place name you type in appears on the front of the postcard. It can be right down to the street address.
- Publishing and Tags- your postcard will be published straight into the KFW Project. The project is part of the Atlas of Rural Arts and Culture Community. If you would like any other tags associated with your postcard, please list them in your response.

For examples of other story formats, please visit the [Atlas of Rural Arts and Culture](#).

### QUESTIONS?

If you have questions or need assistance, please contact Art of the Rural's Program Director Savannah Barrett: [savannah@artoftherural.org](mailto:savannah@artoftherural.org).